



Tongariro Transport Demand Management Plan

Terms of Reference – Working Group

Prepared by: Warren Furner, Destination Manager Ruapehu



Approved for release by: _____

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Document review

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INTRODUCTION

- 1 The development of a short-term Transport Demand Management Plan (TDM) for the Tongariro National Park and surrounds is a collaborative partnership with iwi, Ruapehu Alpine Lifts Ltd. Ruapehu District Council and central government stakeholders.
- 2 The Ruapehu District, in particular, Tongariro National Park, is under increasing pressure from rising visitor numbers, which is placing a greater strain on conservation, transport infrastructure, safety, iwi values, cultural heritage, local communities, and the overall visitor experience.
- 3 The complexities associated with visitor management in the area means a collaborative approach is required. No one agency can solve the challenges in isolation - Iwi, local government, central government, and industry must work together.
- 4 The plan will address existing issues with TDM and infrastructure and plan for the predicted growth in a proactive and integrated way. The cultural and environmental sustainability of Tongariro National Park will be a key component of the management plan.
- 5 The ongoing involvement and support of iwi, who have interests in the area through Treaty settlements and ongoing claims, will be vital to the creation and implementation of TDM.
- 6 The TDM system will ensure the national park is future-proofed to protect and invest in the area's important conservation values and better connect visitors with New Zealand's natural, cultural and historical heritage.

The expected outcomes for the Transport Demand Management Plan are;

- Protecting cultural and conservation values and biodiversity in Tongariro National Park and on surrounding community and public conservation land.
- Sustainable tourism is supported to ensure a consistent flow of visitors with maximum protection to the tourism natural resources and respect to the local iwi heritage.
- Manage the adverse effects of high visitor numbers on cultural, biodiversity, landscape, and social values, including World Heritage Status.
- Provision of distinctive high-quality transportation that connect to and increase visitors' appreciation of our natural and cultural heritage.
- Maximisation of economic benefits and job creation opportunities to Tangata Whenua and local communities from the existing and new tourism products.
- Diversification of tourism products and unlocking tourism potential with special focus to the marketing of access to nature-based activities, where appropriate, with a view to higher quality visitors rather than increased overall numbers of visitors.

PARTNERSHIP APPROACH

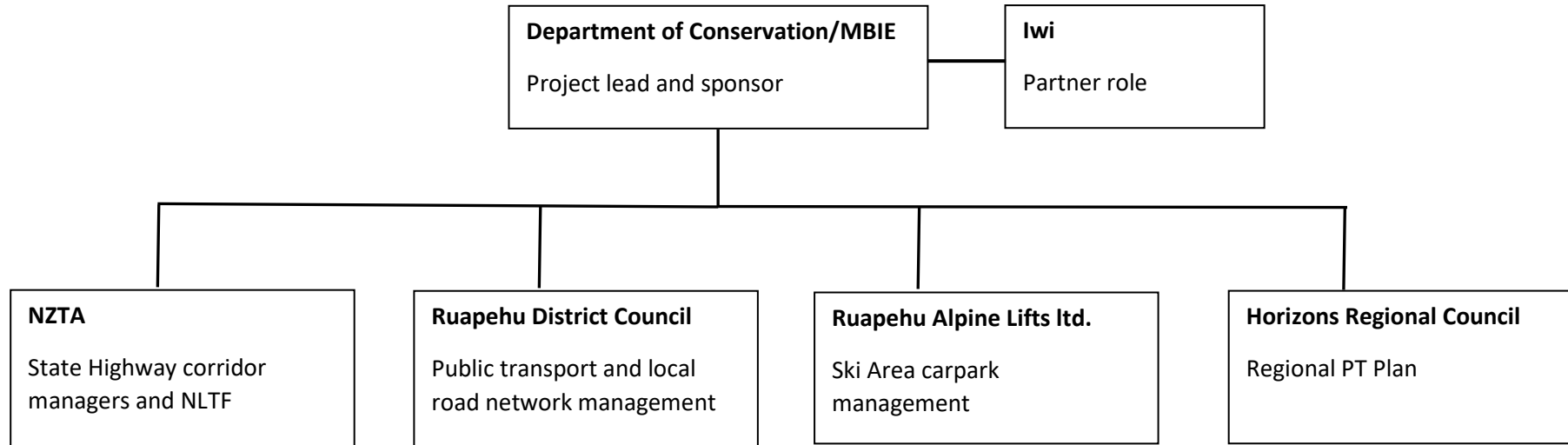
'Visitors don't see the boundaries between what central and local government organisations manage – only organisations do so.'

- 7 Benefits of a partnership approach are the:
 - Ability to address those challenges and opportunities that cross management boundaries in a cohesive and coordinated manner
 - Ability to align work programmes and cash flow between agencies to improve coordination and efficiencies
 - Opportunity to increase benefits for the iwi by realising cultural and commercial aspirations
 - Opportunity to identify potential partnering that contributes to the delivery of strategic goals for transportation, conservation and tourism
 - Ability to provide collective, cross-functional actions on specific visitor matters at a place
 - Clear articulation within the partners of the role of each agency, identification of future investment opportunities, clarity around expectations and/or limits at a place and the regulations required to manage visitors
 - Understanding of how changing the management of visitors could impact on each organisation involved in the management of visitors
 - Ability to produce TDM that has a high degree of buy-in from key players and influencers (inter-agency and inter-entity) and therefore has a high chance of success.

KEY MESSAGES

- 8 TDM will help solve immediate congestion and access issues while enhancing and protecting Tongariro National Park's Dual World Heritage status and providing a better connection to its natural, cultural, and historical heritage for visitors.
- 9 The development of a TDM system and its implementation for the Tongariro National Park and surrounds is a collaborative partnership with iwi and other central government stakeholders. It is part of the overarching Ruapehu-Tongariro Tourism Development Programme.
- 10 DOC remains the accountable agency for transport demand management on Public Conservation Land with all of government having roles to play in delivering solutions to sustainable tourism demand management.
- 11 Access management to protected areas are a significant component of the New Zealand Aotearoa Tourism Strategy led by MBIE and DoC with all of government being identified as having roles to play in delivering solutions.

GROUP STRUCTURE



ROLE OF WORKING GROUP

- 12 The purpose of the cross-agency Working Group is to support the development and implementation of the Transport Demand Management System and input into the technical work required.
- 13 The Working Group consists of representatives from:
 - Department of Conservation (DOC)
 - Ministry of Business Innovation and Employment (MBIE)
 - New Zealand Transport Authority (NZTA)
 - Ruapehu District Council
 - Horizons Regional Council
 - Iwi o Rohe, Uenuku, Ngati Rangī, Ngati Tuwharetoa
- 14 Specifically, the roles of the Working Group are to:
 - a) Support the project with technical advice and resourcing
 - b) Develop and implement a Parking Strategy and Management Plan by June 2021
 - c) Update members with information relevant to the project from their organisations
 - d) Central Government members to update Ministers about the project progress and next steps through an agreed protocol
 - e) Introduce Fleet Operator Standards
 - f) Implement the External Communications Plan including:
 - a. Manage media liaison as per the media protocol
 - b. Share requests for ministerial visits with DOC Regional Director and DOC operations manager
 - c. Design and deliver visitor information systems

Partner responsibilities

- 15 During the project there is an expectation that the partners on the Working Group will also:
 - a) Ensure their organisation is briefed and kept up to date on progress
 - b) Ensure their organisation has a common position on planning
 - c) Offer resources to the project including financial resources where appropriate to implement TDM systems